

RULES OF PARTICIPATION

(please read and sign)

1. The Metropolitan New York Shoe Show (herein called "The Show") is to be held at The New Jersey Convention & Exposition Center in Edison, N.J, on **Monday, March 15, 2010 to Tuesday, March 16, 2010.** Exhibitor hours will be as follows:

Monday 9:00 a.m. to 6:00 p.m.

Tuesday 9:00 a.m. to 6:00 p.m.

Exhibit space in the New Jersey Convention & Exposition Center will be available for setup on Monday, March 15, 2010 from 5:00 am to 9:00 am ONLY. Additional set-up times TBD. Booths must be vacated with Exhibitor's materials packed, labeled, sealed and arrangements made with Exhibitors' trucker for pickup on Tuesday evening, March 16, 2010. **Exhibitors will not have access to the Convention Center except during official show hours.**

2. The Show will be sponsored by the Boot and Shoe Travelers' Association of New York, Inc. (herein called "The Association") and the Association reserves the right to accept or reject any application for space. After carefully reading these Rules of Participation and completing the Official Application Form, the completed form should be mailed to: Boot & Shoe Travelers' Assn. of N.Y., 50 West 34th Street- Suite 8A6, New York, New York 10001.

3. All applications should be received before January 11, 2010. Listing and signs cannot be guaranteed any exhibitor whose application is received after that date.

4. In the event exhibit space must be canceled less than thirty days in advance of the show, **no fees will be refunded. Cancellation prior to thirty days will be charged twenty five percent of total fees** for expenses incurred.

5. Exhibitors shall exhibit only merchandise manufactured or regularly handled by them. No subletting or sharing of exhibit booths will be permitted. The space shall not be used for sleeping or lodging purposes. The space shall not be used for cooking without express written consent. Specific requests to be assigned display space adjoining or near other Exhibitors will only be considered when both firms involved submit written requests and providing space is available.

6. All fabrics / other materials used for decorative purposes must be flame-proof and each Exhibitor must have on hand in his respective exhibit space a notarized affidavit showing that his display material has been treated within the past year by a chemical approved by NJ's Bureau of Standards & Appeals.

7. Exhibitor agrees to comply with all applicable Federal, State, County and Municipal laws and regulations. Exhibitor shall observe and abide by additional reasonable regulations made by the Association for the efficient and safe operation of the Show.

8. Each exhibitor assumes responsibility and agrees to indemnify and defend Boot & Shoe Travelers Association of New York and The New Jersey Convention & Exposition Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

9. Written approval of the sponsoring Association must be obtained prior to the distribution of any and all publications, advertising material or souvenirs. No entertainment (music, singing, radio, television, etc.) will be permitted that will disturb Exhibitors in the immediate area.

10. The Official Show Directory is a service of the Association and every reasonable effort will be made to make it accurate, but the Association takes no responsibility for any inaccuracies or omissions. Information for directory listing should be printed clearly on official application form.

11. All merchandise, trade fixtures, equipment, merchandise and property of any kind which may be on the licensed premises, or elsewhere in the New Jersey Convention & Exposition Center shall be at the sole risk and hazard of the Exhibitor. Exhibitor is urged to insure all such property on display. In the event any of the Exhibitor's property is lost, stolen, destroyed or damaged, no part of such loss or damage is to be charged to or borne by the Boot & Shoe Travelers' Association of New York or The New Jersey Convention & Exposition Center.

12. For information concerning advance deliveries, please contact Metropolitan Exposition Services directly at 201- 994-1300.

13. ANY EXHIBITOR REMOVING OR PACKING SAMPLES FROM HIS/HER EXHIBIT SPACE PRIOR TO 6:00 PM ON TUESDAY NIGHT WILL BE FINED \$100 AND LOSE PRIORITY LOCATION.

14. Exhibitor agrees not to smoke in The New Jersey Convention & Exposition Center. Any exhibitor violating this rule will be asked to leave the Show immediately without any refund or compensation.

15. Gambling is Prohibited. Animals shall not be allowed in Convention Hall except with prior, express, written consent.

16. All vehicles and/or material handling equipment for use in the building shall be equipped with wheels that do not mar the floor surface; there will be no loading in or out of the lobby doors.

17. The Boot and Shoe Travelers' Association, The New Jersey Convention & Exposition Center, and any officer or staff member will not be responsible for the safety of the property, the Exhibitor, his agents or employees from theft, damage by fire, accident or any other cause, but will use reasonable care to protect the Exhibitor from such loss. The exhibitor understands that neither Boot & Shoe Travelers Association of New York nor The New Jersey Convention & Exposition Center maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

18. In the event that, because of war, fire, strike, government regulation, public enemy or other cause beyond the control of the Association, the Show or any part thereof is prevented from being held, is cancelled by the Association or the exhibit space applied for becomes unavailable, the Association in its sole discretion shall determine and refund to the Exhibitor the proportionate share of the balance of aggregate exhibit fees received which remains after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of refund to the Exhibitor exceed the amount of the exhibit fee paid.

Exhibitor must sign & return the form along with application _____ Date _____
(Signature)

PLEASE PRINT NAME CLEALY _____
(Print name)

PLEASE BE SURE TO FILL OUT (AND FAX) THE "BOOTH PACKAGE FORM" ON THE REVERSE SIDE OF THIS FORM.